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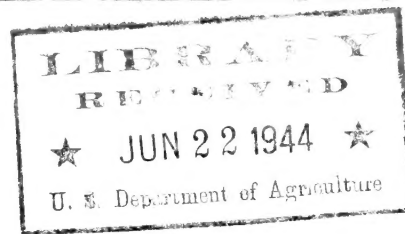
# HOWARD and SMITH

## 1944-45 Wholesale List

# PEDIGREED SEEDS-PLANTS

### IMPORTANT NOTE

The new crop seed of Primulas and Cinerarias will be ready for distribution after June 1st; Begonia seed from July 1st on.



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U. S. Dept. of Agriculture  
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*Howard & Smith*

PIONEER ORIGINATORS OF BETTER AMERICAN SEEDS AND PLANTS

1200 Beverly Blvd.

LOS ANGELES

Phone ANgelus 13183

MONTEBELLO, CALIF.

MONTEBELLO

Phone UNion 12735



Greenhouse View—Primula Obconica  
EXPRESSLY GROWN FOR SEED

## An H & S Novelty

### PRIMULA—OBCONICA—GIGANTEA WYASTON WONDER

This variety is undoubtedly the most outstanding Primula produced in recent years. The enormous trusses of stiff-stemmed, bright crimson flowers, together with its unusually large, crinkly, bright green foliage, places this Primula in a class all its own. Visiting seedsmen and florists to our nurseries who have had the privilege of seeing this Primula in production unanimously proclaimed it the most outstanding development in Primulas to date. The individual florets average  $2\frac{1}{2}$  inches across, even those on young plants finished in 4" pots. When grown in 6" or 7" pans, this variety is of remarkable beauty and effect. The highly decorative foliage extends over the rim of the pans, completely hiding same, and offers a beautiful foil to the immense trusses of surmounting bright rosy crimson flowers. This Primula is strictly in a class by itself and sells on sight. A sowing made now will furnish you with a money-making pot plant for Christmas and later spring sales.

**Price—Per Oz. \$120.00,  $\frac{1}{2}$  Oz. \$65.00,  $\frac{1}{4}$  Oz. \$35.00,  $\frac{1}{8}$  Oz. \$20.00,  $\frac{1}{16}$  Oz. \$11.00,  $\frac{1}{32}$  Oz. \$6.00,  $\frac{1}{64}$  Oz. \$3.50. Trade Pkt. \$1.50.**

### H. & S. PRIZE SPECTRUM MIXTURE

A superb mixture of all of our Giant Primulas, including not only the separate colors noted on these pages, but a number of magnificent new hybrids in shades and colors which are not sufficiently "Fixed" to offer in individual color classes. Seedsmen who desire a mixture for resale or growers who plant for general retail distribution, will find our Spectrum Mixture of unequalled value. The kaleidoscope effect of a bench of these Mixed Primulas in bloom will appeal to every buyer. The plants sell on sight.

**Price—Per Oz. \$75.00,  $\frac{1}{2}$  Oz. \$40.00,  $\frac{1}{4}$  Oz. \$22.50;  $\frac{1}{8}$  Oz. \$12.00,  $\frac{1}{16}$  Oz. \$6.50,  $\frac{1}{32}$  Oz. \$3.50,  $\frac{1}{64}$  Oz. \$2.00. Trade Pkt. \$1.00.**

# H & S GIANT STRAIN

of California Grown

## Primula Obconica

This folder brings to you our latest offerings in Primulas, Begonias and other items which should interest every florist. Our pedigreed strains of Primulas we believe are unequalled in America. We grow over 125,000 plants of Primulas alone, expressly for seed purposes, and take pleasure in directing your attention to the three new, superb sorts, novelties for the current season, as expressed in our Primula Obconica Gigantea Blood Red, "Orchid Lavender" and the variety Wyaston Wonder. You will find our Primulas not only come true to type, but are exceedingly high in germination tests. Not less than 85 per cent is the average on carefully sown seed. With the elimination of imported seed, due to war conditions, we are now in position to supply your needs with our unrivaled strains of American grown stock, which are not only as good, but better.

Primula Obconica Gigantea H & S. Blood Red—A pure, velvety blood-red of our own introduction, that does not blue.

"	"	"	H. & S. Crimson.
"	"	"	H. & S. Scarlet.
"	"	"	H. & S. Dark Rose.
"	"	"	H. & S. Lilac Rose.
"	"	Grandiflora	H. & S. Blue.
"	"	"	H. & S. White.
"	"	"	H. & S. Salmon.

**Price—Per Oz. \$90.00,  $\frac{1}{2}$  Oz. \$50.00,  $\frac{1}{4}$  Oz. \$27.50,  $\frac{1}{8}$  Oz. \$15.00,  $\frac{1}{16}$  Oz. \$8.00,  $\frac{1}{32}$  Oz. \$4.50,  $\frac{1}{64}$  Oz. \$2.50. Trade Pkt. \$1.00.**

Primula Obconica Grandiflora Carmine Rose.  
" " " Rosea.  
" " " Appleblossom.

**Price—Per Oz. \$75.00;  $\frac{1}{2}$  Oz. \$40.00;  $\frac{1}{4}$  Oz. \$22.50;  $\frac{1}{8}$  Oz. \$12.00,  $\frac{1}{16}$  Oz. \$6.50,  $\frac{1}{32}$  Oz. \$3.50,  $\frac{1}{64}$  Oz. \$2.00. Trade Pkt. \$1.00.**

**SPECIAL OFFER NO. 6**—Primula Obconica. One packet each of our entire selection of Primula Obconicas listed above. 11 packets in all (regular price \$12.00) for \$10.00

**CULTURAL NOTE**—Primulas of all species thrive in a moderate temperature—50 degrees is about right for Obconicas. The seed requires careful handling in sowing and should not be covered too deep. Sow on a well smoothed surface of a light soil compost and barely cover with a mixture of sand and peat in equal proportions. Keep in a cool moist atmosphere.

Amongst our various activities in plant breeding, including such subjects as Roses, Amaryllis, Carnations, Cinerarias and other choice strains of florist flowers, we have devoted a lot of time to the improvement of that most useful pot plant — Primula Obconica.

To say that our efforts have been fraught with success is putting it mildly, and for the first time we are directing your attention to this, our new Super-Giant "Orchid Lavender" Primula.

Here is a variety which will sell on sight. The color is a superb art shade of true orchid-lavender. The trusses are of enormous size, composed of individual blossoms throughout the entire truss which will average two and one-half inches in diameter. It is the first of our introductions in this new "Orchid" series. Next year we will have for introduction our Super-Giant "Orchid Pink," "Orchid Rose," "Orchid Salmon" and "Orchid Purple," with additional colors in years to follow, which will complete this "Orchid" series of Giant Primulas.

We have only a limited amount of seed of this first introduction to offer. As with many of the Giant types, the plants are shy seeding, and as a consequence the price of the seed may appear high, but in view of the number of plants obtainable from a small package of seed, the initial cost will amount to practically nothing, compared to the selling value of the plants produced. It will bring long prices on any market. Our suggestion to you is that you try, at least in a moderate way, a planting of this superb novelty. It will convey to you an idea as to the value of this new "Orchid" series, and when the other colors become available, you will need them.

## H. & S. SUPER GIANT PRIMULA OBCONICA "ORCHID LAVENDER"



The Above Engraving Depicts a Four-inch Pot Plant of Our Magnificent New Primula Obconica for the Season of 1944.  
Price 1/4 oz., \$35.00; 1/8 oz., \$20.00; 1/16 oz., \$11.00; 1/32 oz., \$6.00; 1/64 oz., \$3.50. Tr. pkt., \$1.50.



# Begonia Semperflorens

(Fibrous-Rooted Begonias)

## BEGONIAS

The various varieties listed hereunder are all ever-blooming types particularly adapted for bedding and border plantings. The individual plants are exceedingly well branched and formed. The plants are literally covered with blooms all through the spring, summer and fall, and adapt themselves readily for pot culture.

### BEGONIA SEMPERFLORENS (Fibrous Rooted—Tall)

This class of Begonias grows to an average height of 12 to 14". The individual florets measure from 2 to 2 1/4 inches across. The numerous trusses of large flowers practically cover the entire plant, which, together with their exquisitely tinted glossy green and bronze foliage, gives them a tone of elegance not often found in any other perennial plants.

**Xmas Cheer**—An H. & S. introduction. Large bronze foliage, the flowers a distinct shade of brilliant cherry-crimson.

**Xmas Pink** (H. & S.)—A worthy companion to the above. Identical to it in every respect except in color.

**Masterpiece**—Light green foliage with large, pure rose pink flowers.

**Zahringer**—Large green foliage. Large flesh-pink flowers edged deep rose pink.

**Coral Prize**—Bright green foliage edged bronze. Large coral-rose blossoms.

**Ile de France**—Light green foliage with exceedingly large snow-white flowers. The largest pure white Semperflorens in commerce.

**Essen**—Bright bronze foliage. Large scarlet-red flowers.

Prices on all of the above varieties: 1 Oz. \$50.00, 1/2 Oz. \$27.50, 1/4 Oz. \$15.00, 1/8 Oz. \$8.00, 1/16 Oz. \$4.50, 1/32 Oz. \$2.50, Trade Pkt. \$1.00.

### BEGONIA SEMPERFLORENS (Gracilis Type—Dwarf)

The Gracilis type of Begonias are easily distinguished from the foregoing. They are considerably dwarfer, reaching only 6" to 10" high, and grow into a perfect globe. The hundreds of small flowers literally cover the plant through the entire spring, summer and fall. The Gracilis type of Begonia is ideal for pot culture.

**Appleblossom** (Tausendschon type). An H. & S. introduction. A superb, very dwarf, well rounded and free flowering Begonia which is unexcelled for pot culture. Globular in form, it does not exceed 8 to 10" high. The light green foliated plants are completely and continuously covered with apple-blossom pink flowers throughout the entire season.

**Snow Queen**—An H. & S. introduction for 1944. Identical in every way to Appleblossom, except that it is a pure white.

**Luminosa**—A rich deep scarlet with reddish dark bronze foliage. Very floriferous. Height 10". Excellent for either bedding or pot culture.

Price—1/4 Oz. \$27.50, 1/8 Oz. \$15.00, 1/16 Oz. \$8.00, 1/32 Oz. \$4.50, 1/64 Oz. \$2.50. Trade Pkt. \$1.50.



Field View Begonia Indian Maid in Foreground  
Begonia Carmen in Background

### BEGONIAS SEMPERFLORENS GRACILIS—Cont.

**Luminosa Compacta**—Identical to the above, but considerably more dwarf growing, in perfect little globe plants not exceeding 6 to 8" high. Only limited amount of seed will be available this season.

**Indian Maid**—Similar in habit of growth to Carmen, with reddish dark bronze foliage and bright scarlet flowers.

**King of the Reds**—A glowing scarlet similar to Red Pearl in color and habit of growth. Foliage green with bronzed edge.

**Carmen**—Compact, well formed variety, with greenish bronze foliage and clear rose-pink flowers 8" to 10" high. A beautiful pot plant.

Price—1/4 Oz. \$27.50, 1/8 Oz. \$15.00, 1/16 Oz. \$8.00, 1/32 Oz. \$4.50, 1/64 Oz. \$2.50. Trade Pkt. \$1.50.

**SPECIAL OFFER NO. 3**—Begonia Gracilis. One trade packet each of Appleblossom, Snow Queen, Luminosa, Luminosa Compacta, Carmen, Indian Maid, King of the Reds. 7 packets in all (regular price \$10.50) for **\$8.50**.

**SPECIAL OFFER NO. 4**—Begonia Semperflorens. One trade packet each of Xmas Cheer, Xmas Pink, Masterpiece, Zahringer, Coral Prize, Ile de France, Essen, 7 packets in all (regular price \$7.00) for **\$5.50**.

**SPECIAL OFFER NO. 5**—Begonia Semperflorens and Gracilis. One trade packet each of seven varieties Begonia Gracilis and seven varieties Begonia Semperflorens, 14 packets in all (regular price \$17.50) for **\$13.00**.



# Howard and Smith Prize-Winning *Super-Giant Cinerarias*

## The World's Foremost Florists' Strain

Foremost among all Cinerarias this new California Super Giant strain is the result of many years of intensive breeding and selection. Recognized throughout the world as outstanding, the Howard & Smith strain of Cinerarias has long been acclaimed by connoisseurs.

The plants are compact in habit, 15 to 18 in. high, vigorous and exceptionally free flowering. The huge flowers measure from 4 to 6 in. across with single petals 1 to 1½ in. wide, and although not as abundant as in the ordinary grandiflora strains, are borne profusely in immense rounded trusses above the very attractive clean, bold, dark green foliage.

In range of color, the strain is unchallenged. From exquisite pastel salmons, azure blue and snowy white, to the deepest blood red and violet blues, whether solid self colors or highlighted with contrasting central zones, the mass of color is magnificent.



Cineraria Calif. Super Giant Blue Shades

### SITER'S RAINBOW MIXTURE (Nana Multiflora Class)

We regard this strain as one of the best of the Multiflora section. It contains a brilliant range of colors, not only in selfs, but in those of the zonal or bi-colored class. The trusses are produced in very large heads, with the individual blossoms evenly placed and more or less flattish trusses. The plants finished in 6" pots average about 15" to 18" in height. The general effect of this strain of Cinerarias is one of exceeding brilliancy. Due to the fact that the plants are compact, with the foliage more or less condensed in spread, a larger number of plants can be grown upon a given bench area than almost any other class we know of. The seed we offer has been saved from carefully rogued, selected pot-grown plants.

**Price—Per Oz. \$90.00, ½ Oz. \$50.00, ¼ Oz. \$27.50, ⅛ Oz. \$15.00, 1/16 Oz. \$8.00, 1/32 Oz. \$4.50, 1/64 Oz. \$2.50, Trade Pkt. \$1.50.**

**SPECIAL OFFER NO. 1—H. & S. Super Giant Cinerarias—One trade packet each of Blue, Salmon Pink, Crimson, White, Bi-colored Zonal and General Mixture, 6 packages in all (regular price \$6.00) for \$5.00.**

**SPECIAL OFFER NO. 2—One trade packet each of Mixed H. & S. Super Giant Cinerarias Mixed, Siter's Rainbow Mixture, Cremer's Selected Mixture and Potsdam Nana Mixture, 4 packages in all (regular price \$5.00) for \$4.00.**



Cineraria Calif. Super Giant Salmon Shade

**Blue Shades.** Exquisite colors from sky blue to ultra-marine, some with white zones.

**Crimson and Carmine Shades.** Rich colorings in the deep red hues.

**Salmon Shades.** Delicate tints from light to deep salmon and pink.

**PURE WHITE.** A selection from our Giant types of Cinerarias. The blossoms are snowy white and will come 60 to 70% true. Some rogues are always bound to appear.

**New Zonal Types.** (1939 Novelty.) Beautifully zoned and bi-colored flowers in endless combinations.

**Superb Mixture.** All of the above shades combined in an evenly balanced blend with many additional and equally beautiful colors.

**Price—Per Oz. \$75.00, ½ Oz. \$40.00, ¼ Oz. \$22.50, ⅛ Oz. \$12.00, 1/16 Oz. \$6.50, 1/32 Oz. \$3.50, 1/64 Oz. \$2.00. Trade Pkt. \$1.00.**

### CREMER'S PRIZE STRAIN MIXTURE (Nana Multiflora Class)

A medium to small-flowered strain of Cinerarias. Generally speaking, similar in size than those to be noted in Siter's Rainbow Mixture, with plants somewhat taller in their growth. Our stock of this particular strain has been carefully rogued, with clean, decided colors, and offers some very attractive pastel shades, in addition to flowers in self-colors of red, blue, pink, salmon, etc., as well as many in the bi-color class. This is a very popular strain.

**Price—Per Oz. \$90.00, ½ Oz. \$50.00, ¼ Oz. \$27.50, ⅛ Oz. \$15.00, 1/16 Oz. \$8.00, 1/32 Oz. \$4.50, 1/64 Oz. \$2.50. Trade Pkt. \$1.50.**

### CINERARIA MULTIFLORA NANA (Potsdam Type)

The flowers of this strain are somewhat larger in size than either Siter's or those of the Cremer class, averaging about an inch to an inch and a half in diameter. The individual flowers are well disposed in the truss. The color range is quite different to any other strains of Cinerarias belonging to the Multiflora class. As in the Cremer and Siter class, these are particularly valuable for greenhouse pot-plant work, as they consume but very little space.

**Price—Per Oz. \$60.00, ½ Oz. \$35.00, ¼ Oz. \$20.00, ⅛ Oz. \$11.00, 1/16 Oz. \$6.00, 1/32 Oz. \$3.50, 1/64 Oz. \$2.00. Trade Pkt. \$1.00.**



# Greenhouse View H & S

## Glorious Amaryllis



# AMARCRINUM HOWARDII

## Our Remarkable Novelty

During many years of consistent and unremitting work in the cross-breeding of plants we have produced many notable novelties and the most conspicuous of them all is Amarcrinum Howardii. Of such outstanding character and worth is this unique bulbous plant that it won from the Royal Horticultural Society of Great Britain the coveted solid-silver Cory Cup, awarded annually for the most meritorious novelty exhibited in its show in London, where the whole world is represented in keen competition. That rich trophy has been taken out of Europe but once and the fact of the premier honor coming to this firm is a high tribute to our organization. Amarcrinum Howardii is a true bi-generic hybrid, one of a comparatively few in existence, and a cross of Crinum-Moorei on Amaryllis Belladonna.

This new plant is useful either for growing in pots or the open garden and it is showy wherever placed, bearing flowers of a beautiful soft pink in great trusses, with stems four feet long. These high heads of bloom make it valuable for effective use in vases or otherwise as cut flowers. Its color tone is exquisite and appealing, and more so because of its rare qualities.

Price per 10, \$12.50; Per 100, \$100.00.

## THE WORLD'S PREMIER STRAIN

We are now in a position to offer you bulbs of this new race at very moderate prices. For the Fall delivery season of 1944 we will have ready a splendid stock of firm, heavy bulbs, all strictly flowering size. They bear blooms of immense proportion, of model form, with a surprising brilliancy and range of color, from the pure white ground colors with their delicate markings of rose, red, carmine and other tints, to the glorious dazzling scarlets, crimsons, maroons, rose and bright red self colors, or the innumerable handsomely bi-colored or tri-colored varieties. This strain will leave little to be desired. The blooms attain an enormous diameter of nine to ten inches and over. The flowers are flat and spreading, with short necks, borne erect on stems of 2½ to 3 feet in length, displaying the flower to great advantage.

## PRICES

		Per 10	Per 100	Per 1000
Mixed	2½"	\$3.50	\$30.00	\$275.00
	3"	4.00	35.00	325.00
	3½"	5.00	45.00	400.00
Separate Shades	2½"	4.00	35.00	
White—Pink Stripes	3"	4.50	40.00	
Crimson	3½"	5.50	50.00	
Scarlet				

## DAFFODILS

		DN 1	DN 2	O Top
King Alfred	Per 1000	\$80.00	\$60.00	\$45.00
Glory of Sassenheim	" "	65.00	50.00	40.00
Sir Watkins	" "	65.00	50.00	37.50
Mixed	" "	50.00	40.00	30.00
Leucojum Vernum	Per 1000	DN	No. 1	No. 2
		\$40.00	\$35.00	\$30.06
		16-18 c.m.	14-16 c.m.	
Ornithogalum Arabicum	" "	\$30.00	\$25.00	

Prices of Daffodils Leucojum and Ornithogalum are for case lots only. The count is approximately 250 per case for DN 1; 350 per case for DN 2; 500 per case for O Tops. On orders of less than case lots, add 10% for handling. All cases and packing charged at cost.

## ANEMONES

		Per 100	Per 1000
Monarch de Caen Mixed	Jumbo	\$3.50	\$32.50
	Tops	3.00	27.00
	No. 1	2.50	22.50
St. Brigid Mixed			
Blue Poppy—sky blue	Jumbo	\$4.00	\$35.00
Red Emperor—vivid scarlet	Tops	3.50	30.00
Sylphide—lavender pink	No. 1	3.00	24.00
The Bride—pure white			

## RANUNCULUS

		Per 100	Per 1000
Giants of Montebello	Mixed Jumbo		\$34.00
	Tops		28.00
	No. 1		22.00
Separate Shades—			
Gold & Yellow			
Red	Jumbo		\$40.00
Pink	Tops		32.50
Orange	No. 1		26.00
White			
Scilla Campanulata—			
Blue Queen		Per 100	Per 1000
Rose Queen		\$ 7.50	\$65.00
White Queen			
Scilla Peruviana—Blue		\$15.00	\$135.00
Sprekelia Formosissima		\$15.00	\$135.00
Zephyranthes—			
Alba—white			
Ajax—yellow		\$ 4.50	\$30.00
Robusta—rose lavender			

## TERMS

All prices are f.o.b. Los Angeles, with the exception of Daffodils, Leucojum and Ornithogalum, which are f.o.b. Crescent City, California, and are subject to change without notice. Two per cent discount is allowed on invoices if paid within ten days. Thirty days net. All orders are accepted subject to Harvest.

Super  
GIANT  
H & S  
NEW  
VIOLET  
*Royal  
Robe*

A magnificent novelty in Violets. It combines enormous length of stem, reaching, during blooming season, a length of ten to twelve inches, surmounted by blossoms of a lustrous shade of deepest violet-blue, which attain a diameter of one and one-half inches, and in favorable seasons even larger, and exhaling a perfume so strong that a few flowers placed in a vase serve to permeate a whole living room with that most delightful of all odors—a glorious Violet fragrance.

**Strong Plants Established in 2½" pots. \$2.50 per 10; \$22.50 per 100; \$175.00 per 1000.**



## Conditions of Sale

**Order early**—we often sell out on certain items early in the season.

**Forwarding of orders**—all flower seeds are postpaid at our expense. On plants, roots, and bulbs the purchaser pays all transportation charges. Unless otherwise requested, we will ship the cheapest way.

**Parcel Post Shipments**—we advise forwarding all small orders and packages up to 20 pounds in weight by parcel post.

**Prices**—Effective May 1, 1944; this price list cancels all previous offers. The prices quoted are 2% ten days, 30 days net. **Terms of Business**—Unknown correspondents desiring to open an account will please furnish three references of parties preferably in the trade with whom they have had credit relations and give us sufficient time to investigate, otherwise remittance must accompany order which should be made by Money Order Check or Bank Draft in amount sufficient to cover the complete order. Where it is not possible to obtain these, and cash is enclosed, the letter should be registered. We cannot be held responsible for money sent in any other way. **WE DECLINE SENDING GOODS C.O.D.**

All goods are offered subject to crop failures, shortages, or other causes beyond our control and to being sold out on receipt of order, and we reserve the right to change prices without notice.

**All Goods** offered in this list are quoted f. o. b. Montebello (unless specifically stated otherwise) which means that customer pays transportation charges.

**Shipping**—It is customary for our patrons to receive their orders from us in perfect condition but all shipments are made at purchaser's risk, our responsibility ceasing after we deliver in good order to transportation company. Claims for shortages, etc., must be made within 5 days of receipt of goods.

**Non-Warranty**—Howard & Smith give no warranty, express or implied as to description, quality, productiveness, or any other matter of any Seeds, Bulbs or Plants they sell and will not be in any way responsible for the crop.